



KSHB-TV

# ORDER

Flight Dates **09/24/12-09/30/12**

Contract / Revision      **309791 /**  
Original Date / Revision  
                                  10/31/12    10/31/12  
Advertiser **Koster / Democrat / Attorney**  
Agency    **LUC Media**  
Buying Contact  
**25 Whitlock Place SW - Suite 201**  
**Marietta, GA 30064**

Product  
**Attorney General Chris Koster**  
Agency Com    15%  
Billing Contact  
**25 Whitlock Place SW - Suite 201**  
**Marietta, GA 30064**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:20:00  
Estimate #          **9.24-9.30**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL           POL           CAND  
Product Codes    PL  
Priority               P-2  
Advertiser Ref

Primary Account Executive  
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	29	\$12,516.25	\$14,725.00	0.00	08/27/12	09/30/12	29	\$12,516.25	\$14,725.00
<b>Totals</b>	<b>29</b>	<b>\$12,516.25</b>	<b>\$14,725.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	09/24/12	09/30/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	1111--	:30	4	\$350.00	P-2	0.00 NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	1111--		4			\$350.00			0.00		
2	KSHB	09/24/12	09/30/12	Today Show Today Show	CM	7-9a	2222--	:30	10	\$425.00	P-2	0.00 NM	10	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	2222--		10			\$425.00			0.00		
3	KSHB	09/24/12	09/30/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	1111--	:30	5	\$325.00	P-2	0.00 NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	1111--		5			\$325.00			0.00		



KSHB-TV

Print Date: 11/01/12

Page 2 of 2

Contract / Revision **309791** Flight Dates **09/24/12-09/30/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser **Koster / Democrat / Attorney** Product **Attorney General Chris Kos** Estimate # **9.24-9.30**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	KSHB	09/24/12	09/30/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11111--	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	11111--			5		\$750.00			0.00			
5	KSHB	09/24/12	09/30/12	M-F Late News M-F Late News	CM	10-1035p	1-1-1--	:30	3	\$1,100.00	P-1	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	1-1-1--			3		\$1,100.00			0.00			
E 6	KSHB	09/24/12	09/30/12	NBC Action News at 6p Sa Sa 6-630p	CM	6-630p	-----S-	:30	1	\$125.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1		\$125.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSHB	09/24/12-09/30/12		NBC Action News at 6p Sa		6-630p	-----Sa--	:30		<del>(\$125.00)</del>		0.00	NM		
Credited															
7	KSHB	09/24/12	09/30/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1		\$175.00			0.00			
8	KSHB	09/24/12	09/30/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1		\$225.00			0.00			
Totals														29	\$14,725.00